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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/852,497	05/10/2001	Todd W. L. Vigil	4022-4001US1	6397

27123 7590 01/16/2004  
MORGAN & FINNEGAN, L.L.P.  
345 PARK AVENUE  
NEW YORK, NY 10154

EXAMINER
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YOUNG, JOHN L

ART UNIT	PAPER NUMBER
3622	20

DATE MAILED: 01/16/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

## Interview Summary

Application No.  
09/852,497

Applicant(s)  
Vigil et al.

Examiner  
John Young

Art Unit  
3622



All participants (applicant, applicant's representative, PTO personnel):

(1) John Young

(3) Todd Vigil (Inventor)

(2) Todd Milgar, Representing Todd Vigil

(4) \_\_\_\_\_

Date of Interview Jan 15, 2004

Type: a) ☒ Telephonic b) ☐ Video Conference

c) ☐ Personal [copy is given to 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No. If yes, brief description:

Claim(s) discussed: 1-3 and 41

Identification of prior art discussed:

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

Examiner indicated that an amendment with traversal would be favorably considered and may advance prosecution.

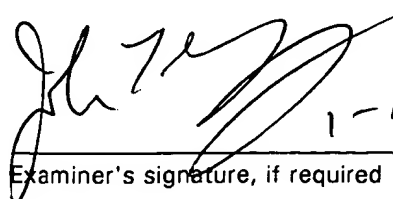
Discussed timing relevance of applied reference De Rafael concerning claim of displaying advertisement for a first second and third period of time and viewer having only a fleeting opportunity to view and interact with promotion in order to win a prize for viewing the advertisement. The Examiner indicated that the claims at issue are still too broad, based on the interpretation in reference to a person of ordinary skill in the art at the time of the invention. Examiner invited the Applicant through his representative to feel free to inquire at his own discretion about the status of the advancement of the prosecution of this case. Also, an update search would have to be conducted by Examiner upon any amendment. Applicant agreed to address the most recent 35 USC 101 non-statutory technological art rejection.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

i) ☒ It is not necessary for applicant to provide a separate record of the substance of the interview (if box is checked).

Unless the paragraph above has been checked, THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

  
1-15-04  
Examiner's signature, if required